



FLORICULTURE



The expanded wholesale value of floriculture crops produced in Washington in 2002 was \$103.5 million, an increase of 5 percent from 2001. Commercial floriculture operations utilized 10.6 million square feet of covered area and 1,675 acres of open ground in the production of floriculture crops in 2002.

A commercial floriculture operation is herein defined as any operation that produced and sold \$10,000 or more in floriculture crops during the calendar year. Data summarized in this section for grower numbers, greenhouse area, other covered area, and open ground represent all known commercial operations. Data summarized for cut flowers, potted flowering plants, bedding/garden plants, foliage plants, and flowering hanging baskets (next page) represent only those growers with \$100,000 or more in sales during the year.

Sales represent both retail and wholesale quantities sold in the calendar year shown. Flowers, plants, or materials purchased from others for immediate resale are excluded from the totals in this report. All data for foliage and

potted flowering plants represent only those items grown, and intended, for indoor or patio use. The value of all crops, except potted foliage, are on a "gross wholesale" basis before deductions for sales commissions or transportation charges. Value of sales at wholesale is an equivalent value of all sales calculated by multiplying the average wholesale price received by the total quantity sold. The value of sales for potted foliage plants is on a "net sales" basis. This value is derived by subtracting the reported cost of plant materials purchased from the total value of all retail and wholesale sales.

The area used for production is defined as the gross area used, including walkways and aisles. The area is counted for each filling with the exception of potted foliage. The area for potted foliage is counted only once if the area is refilled with potted foliage. If the potted foliage production area is refilled with cut flowers, potted flowering plants, bedding plants, or flowering hanging baskets, the area is counted separately for each filling.



Floriculture: Number of Growers, Growing Area, & Wholesale Value, Washington, 1998-2002

Year	Total Number of Growers	Covered Greenhouses			
		Glass	Fiber Glass	Film Plastic	Total
	Number	Thousand Square Feet			
1998	256	2,003	825	6,696	9,524
1999	234	2,010	867	6,256	9,133
2000	210	2,093	799	5,991	8,883
2001	197	1,973	565	6,108	8,646
2002	187	2,820	1,063	6,467	10,350

Year	Shade and Temporary Cover	Total Covered Area	Open Ground	Expanded Wholesale Value Reported Crops 1/
	Thousand Square Feet		Acres	Thousand Dollars
1998	280	9,804	1,198	98,793
1999	279	9,412	1,191	102,211
2000	189	9,072	1,208	103,432
2001	257	8,903	1,369	98,399
2002	267	10,617	1,675	103,533

1/ Wholesale value of sales as reported by growers with \$100,000 or more in sales of floriculture crops plus a calculated wholesale value of sales for growers with sales below \$100,000. The value of sales for growers below the \$100,000 level was estimated by multiplying the number of growers in each size group by the mid-point of each dollar value range.

Floriculture: Production, Sales, & Price, Washington, 2001-2002

Item	Producers		Quantity Sold		Value of Sales at Wholesale 1/		% of Sales at Wholesale		Wholesale Price		Unit
	2001	2002	2001	2002	2001	2002	2001	2002	2001	2002	
	Number		1,000 Units		\$1,000		Percent		\$/Unit		
Cut Flowers											
Tulips	10	10	29,458	29,754	8,160	8,301	95	96	0.28	0.28	Stems
Other Cut Flowers	11	14	-	-	6,137	4,454	98	98	-	-	Stems
Potted Flowering Plants: 2/											
Chrysanthemums	-	4	-	17	-	56	-	100	-	3.28	Pots
Easter Lilies	5	5	99	81	414	301	99	100	4.18	3.72	Pots
Poinsettias	34	29	1,435	1,471	5,711	5,466	97	95	3.98	3.72	Pots
Spring Flowering Bulbs	16	17	584	751	1,055	1,379	99	93	1.81	1.84	Pots
Other Potted Flowering	14	14	1,291	930	945	1,166	100	99	0.73	1.25	Pots
Foliage Plants:											
Foliage Hanging Baskets	20	14	62	58	566	392	86	85	9.13	6.76	Baskets
Potted Foliage	12	11	-	-	1,210	1,089	86	84	-	-	Pots
Bedding Garden Plants:											
Pots: 2/											
Begonias	27	31	216	370	253	454	84	81	1.17	1.23	Pots
Hardy /Garden Mums	33	31	1,349	1,490	1,649	1,904	99	98	1.22	1.28	Pots
Geraniums (cuttings)	45	47	2,739	2,598	4,490	4,062	88	83	1.64	1.56	Pots
Geraniums (seed)	-	16	-	439	-	413	-	72	-	0.94	Pots
Hostas	20	24	81	230	301	737	59	94	3.72	3.20	Gal.
Impatiens	26	29	824	688	654	596	84	75	0.79	0.87	Pots
New Guinea Impatiens	31	31	370	308	591	524	63	56	1.60	1.70	Pots
Marigolds	20	22	185	558	149	432	95	96	0.81	0.77	Pots
Pansy/Violas	28	25	1,639	3,261	1,098	2,149	96	95	0.67	0.66	Pots
Petunias	39	39	1,223	1,458	1,047	1,183	87	87	0.86	0.81	Pots
Other Flowering/Foliar	42	42	17,960	10,351	20,349	12,478	97	93	1.13	1.21	Pots
Other Herb. Perennials	-	39	-	7,583	-	13,376	-	98	-	1.76	Gal.
Vegetable Type 3/	33	36	1,592	2,398	1,576	2,352	94	93	0.99	0.98	Pots
Flats:											
Begonias	21	24	19	129	175	1,343	85	21	9.20	10.41	Flats
Geranium (Cuttings)	6	5	27	8	486	169	37	85	18.00	21.11	Flats
Geranium (Seeds)	4	7	4	7	40	113	99	97	9.89	16.16	Flats
Impatiens	33	33	169	112	1,479	1,108	61	93	8.75	9.89	Flats
Marigolds	30	35	50	100	444	1,039	91	94	8.87	10.39	Flats
Pansy/Violas	21	25	78	115	771	1,168	96	97	9.88	10.16	Flats
Petunias	41	42	355	236	3,152	2,391	53	87	8.88	10.13	Flats
Other Flowering/Foliar	38	40	1,064	526	8,767	4,950	56	86	8.24	9.41	Flats
Vegetable Type 3/	29	32	133	93	1,161	890	67	93	8.73	9.57	Flats
Hanging Baskets											
Begonias	16	19	14	25	185	349	80	95	13.21	13.95	Baskets
Geranium (Cuttings)	32	35	80	57	888	642	94	86	11.10	11.26	Baskets
Geranium (Seeds)	-	5	-	4	-	56	-	76	-	14.04	Baskets
Impatiens	21	24	8	12	82	112	73	80	10.20	9.35	Baskets
New Guinea Impatiens	23	19	52	35	545	388	97	96	10.49	11.09	Baskets
Pansy/Viola	-	4	-	2	-	12	-	83	-	5.89	Baskets
Petunias	26	30	33	35	276	287	91	87	8.37	8.20	Baskets
Other Flowering	40	41	293	316	3,481	3,751	90	87	11.88	11.87	Baskets

- Data not available.

1/ Equivalent wholesale value of all sales. Value for potted foliage plants is the gross value of all sales less the cost of plant material purchased from other growers for growing on.

2/ Wholesale price is weighted average value of pots less than five inches and pots greater than five inches.

3/ Does not include vegetable transplants grown for use in commercial vegetable production.